

Tips for a successful tourism brochure

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Tourism NSW

South Coast Tourism Conference
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Tourism New South Wales



Tourism NSW

Tourism NSW promotes and supports the development of sustainable tourist destinations and experiences, by:

- marketing NSW destinations and holiday experiences to domestic and international markets
- working with, and providing advice to, industry, other government agencies and key stakeholders about the development of sustainable destinations
- sharing our knowledge and expertise with industry to stimulate investment
- developing private and public sector partnerships to grow and manage tourism



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Tourism NSW business units

Visit Sydney

Sydney marketing, working with products and precincts, international marketing

Regional Tourism

Marketing campaigns in partnership with NSW regions, working with RTOs

Marketing and Communications

Advertising, public relations, digital marketing, brand marketing

Tourism Operations

Media and corporate communications, industry communications, strategic insights and research reports

Strategy & Alliances

Policy advice, relationships with industry associations, development resources and assistance for the tourism industry



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Tips for a successful brochure

Ten tips for a successful brochure

- Planning
- What to include
- Important elements
- Resources



Workshop exercise



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Determine the purpose of your brochure

What are you trying to sell?

- Product, package, event, deal

What do you want to achieve?

- Motivating sales

Who is the audience?

- Research your markets
- Tailor for your target market



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ZSL WHIPSNAD ZOO

ZSL Whipsnade Zoo
Set in 600 acres of panoramic scenery and rolling Chiltern Hills, ZSL Whipsnade Zoo is a group adventure on an altogether different scale....

Big animals
See the elephants on their daily walk around the Zoo, view the majestic rhino in their huge paddock, meet our lion pride, spot the cheetahs as they speed by and don't forget to look up our lofty giraffes too!

Big value
On top of our fantastic group discounts, we're freezing our prices for 2011 and with no VAT on tickets that's exceptional value for a full day out.

Book your visit in advance and
SAVE 20%

80 BIG YEARS 1931-2011

THE BIG TICKET

Enjoy the UK's biggest Zoo








Getting to ZSL Whipsnade Zoo
ZSL Whipsnade Zoo is less than a one hour drive from London, and an hour from Oxford and Cambridge by car or coach. Located in Dunstable, Bedfordshire, ZSL Whipsnade Zoo is signposted from Junction 9 and Junction 12 off the M1.

Opening hours
From 10am daily. Closing times vary depending on the season - check in advance for more details. ZSL Whipsnade Zoo is open every day except 25th December.

Address
ZSL Whipsnade Zoo, Dunstable, Bedfordshire, LU8 2LF

Contact details
Call our dedicated group bookings line on 0844 414 5728 (local rate) or visit zsl.org/groups

Map


Coach drivers get free entry to the Zoo and a £5 meal voucher for use in one of our cafes

To save hassle on the day, you can pre-purchase: mints at both Zoos

One free adult ticket with every 10 children's tickets

Free entry for one essential carer accompanying a registered disabled person

Guidebooks as a fantastic memento

Prices:

ZSL LONDON ZOO		ZSL WHIPSNAD ZOO	
Prices from:		Prices from:	
Adults	£12.95	Adults	£12.15
Children	£10.55	Children	£9.75
Concessions	£11.75*	Concessions	£10.95*

*Prices include 20% advance booking discount. 10% discount applies for on the day groups. Fantastic school rates also available.

Call now on 0844 414 5728 or book online at zsl.org/groups

Facilities
At both zoos, all facilities are wheelchair accessible. We also have under cover areas at both Zoos, coach and car parking and a variety of gift shops and catering facilities.

E-mail marketing@zsl.org or call 0844 414 5728 to subscribe to our monthly a-zoo or Monkey Business, your free bi-annual groups newsletter

Nine out of ten visitors recommend a visit

A full day out. On average our visitors spend over four hours here



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Know your brochure's shelf-life

Knowing your validity affects:

- Prices you include
- Quantity you produce

Consider:

- Price changes
- Seasonal availability
- Changes to your product

Don't keep distributing an out of date brochure!



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Do your research

What else is in the brochure rack?

Learn by example: look at what works and what doesn't

How will you make your product competitive?



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Principles of good brochure design

Simple, attractive, user-friendly

Clean and concise copy

- Avoid solid blocks of text
- Limit descriptive language
- Keep your target market in mind

A well-spaced layout

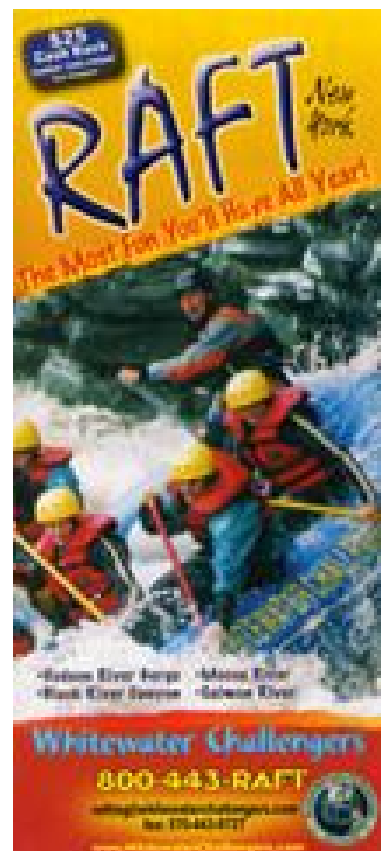
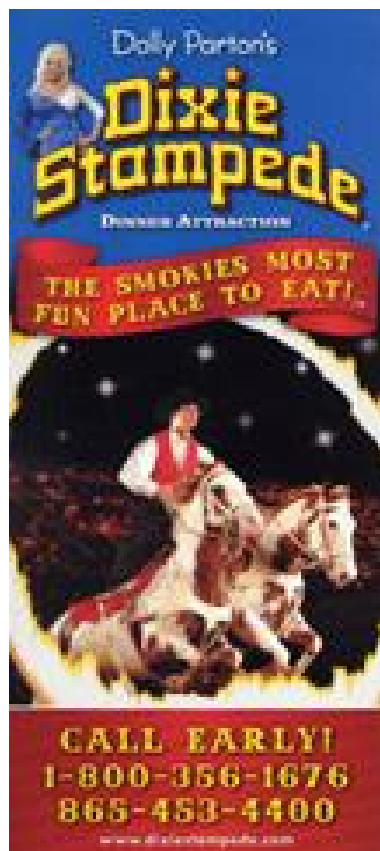
- Make it easy to find key points
- Use headings
- White space

Great images

Practical size and shape



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Sample of 2010 Award winners,
International Association of Professional Brochure Distributors




Tourism New South Wales

**\$25
Cash Back**
SUNDAY 1PM-5PM
Sun Coast

RAFT *New York*

The Most Fun You'll Have All Year!




•Hudson River Gorge
•Black River Canyon
•Moose River
•Salmon River

Whitewater Challengers

800-443-RAFT

rafting@whitewaterchallengers.com
fax: 570-443-9727

www.WhitewaterChallengers.com



Example: Whitewater Challengers

- Top third: what and where, special offer
- Highlights locations
- Fun, adventurous image
- Company name
- Booking number, email and web
- Accreditation
- Bright colours



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Include your essential details

Product information

- USPs
- Inclusions
- Examples of experiences
- Prices www.accc.gov.au
- Availability / open times

Location and access

- Brief, relevant destination information
- Physical location/address
- Transport info

Booking information

- Phone
- Website
- Credit cards accepted (optional)

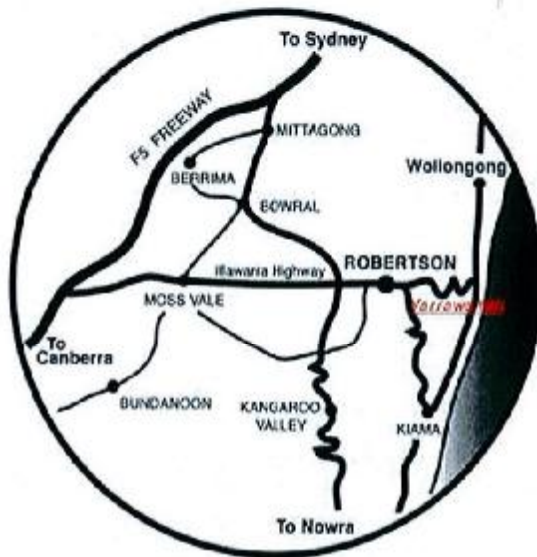


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HOW TO FIND US

Yarrawa Hill in the Southern Highlands of NSW is an easy 2 hour drive (120k) from both Sydney & Canberra.

Close to Robertson, Bowral, Wollongong and Kiama, this home is ideal to use as a base to tour the region.



CONTACT US

To enquire about prices and availability

Call: 02 4234 2065

Or visit

www.southcoastholidays.com.au

email: info@southcoastholidays.com.au

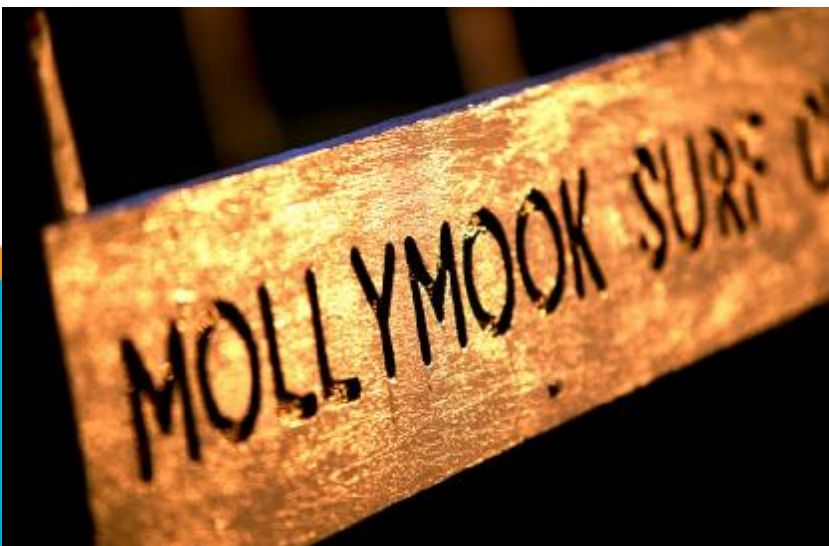
Use clear maps and directions

“The Australian Reptile Park is located at Somersby on Sydney's Central Coast, close to the Sydney-Newcastle Expressway, perfect to include with tours to Hunter Valley, Barrington Tops and Port Stephens.

Less than one hour north of Sydney Harbour Bridge or south of Newcastle, we're the first stop on the 'new' Pacific Coast Touring Route after Sydney.”



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Outsource when you need to

A trained professional can make your product and business look good:

- designer
- copy writer
- photographer
- printer

Seek value: ask for quotes, samples and testimonials

Communicate clearly



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Proof read (at least twice)

Read every word and check:

- Your essential information is there
- Your product and pricing is accurate
- For spelling and grammatical errors, including punctuation and capitals
- For duplicated words or images
- For formatting errors, including fonts and spacing

Get a second opinion



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Target your distribution

Use channels that reach your target markets

- Accommodation
- Visitor Centres
- Direct mail to group organisers

Other uses

- Trade sales kit
- Media kit



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Make use of industry resources

- Tourism Business Toolkit
- Online Tourism Module
- Tourism NSW Image Gallery
- Tourism statistics, market profiles and segments

www.tourism.nsw.gov.au/resources

- Boosting your Bottom Line

www.tourism.australia.com



Tourism New South Wales

KLONDIKE TOURS



*Small group tours
Air-conditioned vehicles
Great value*



motorhome solutions

DAILY TOURS

Klondike Tours offers group day tours showcasing the towns, nature, Adventure, wildlife, food, history and landscape of the Anderson Valley.

Tours include commentary, Sightseeing, morning tea and lunch, tourist activities and lookouts.

This is a day that You and your family will remember for a Lifetime.

Relax in an air-conditioned vehicle and hear all about Anderson Valley.

Departs daily 9am from Anderson Bridge

Adults **\$70.00**

Children **\$40.00 (2-12)**

Exercise: Brochure critique

- What makes this fictional tour brochure effective?
- What could it do better?



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A close-up photograph of a palm frond, showing the intricate pattern of its leaflets radiating from a central point. The lighting creates a strong contrast, with the leaflets appearing in shades of bright yellow-green and deep green. The word "Questions?" is written in a white, sans-serif font in the upper right quadrant of the image.

Questions?

Image credits

- *Sign, Mollymook - Hamilton Lund; Tourism NSW*
- *Pub sign, Huskisson - Hamilton Lund; Tourism NSW*
- *Couple, Sussex Inlet - Hamilton Lund; Tourism NSW*
- *Architectural detail, Berry - Hamilton Lund; Tourism NSW*
- *Kangaroo Valley, Shoalhaven - North Sullivan; Tourism NSW*
- *Mollymook, Shoalhaven - Hamilton Lund; Tourism NSW*
- *Pebbly Beach, Shoalhaven - Sally Mayman; Tourism NSW*
- *Hang gliding, Stanwell Park - Tourism Illawarra*
- *Fishing in Kiama - James Pipino; Tourism NSW*
- *Central Tilba, Eurobodalla – North Sullivan; Tourism NSW*
- *Discover Cruise, Jervis Bay – Dolphin Watch Cruises Jervis Bay*
- *Fresh Seafood, Eden – Tourism NSW*
- *Old Lorry, Jamberoo - Paul Blackmore; Tourism NSW*
- *Kameruka, Bega - North Sullivan; Tourism NSW*
- *Tilba Tilba, Eurobodalla - Nick Rains; Tourism NSW*
- *Pambula, Sapphire Coast - Andrew Brown; Tourism NSW*
- *Leather Jacket Bay, Ben Boyd NPD - Jeffrey Drewitz; Tourism NSW*
- *Meroo Lake, South Coast - Naomi Dampney*
- *Suzanne's Bakery and Café - James Pipino; Tourism NSW*
- *Kayaking, Booderee National Park - James Pipino; Tourism NSW*
- *Sign, Tuross Heads - Mike Newling; Tourism NSW*
- *Palm frond, Byron Bay - Sharyn Cairns; Tourism NSW*



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